

# INSIDE VIRGINIA

## GOVERNOR APPOINTS DIRECTOR; DEPUTY DIRECTOR TO DBA

Governor Kaine recently appointed **LOUISA M. STRAYHORN** of Virginia Beach as the Director of the Virginia Department of Business Assistance and **LYNDA SHARP ANDERSON** of Richmond as Deputy Director.

Strayhorn, owner of the consulting firm, Louisa Strayhorn & Associates, has an 18-year career in business intelligence, business event planning, community & government relations, strategic planning, facilitation and workforce development. Some of her clients include the American Association of School Personnel

Administrators, the Bon Secours Health System and the United States Department of Justice.

"I am honored to work with the Governor to maintain Virginia's business-friendly reputation and strong economy," Strayhorn said. "It will be a pleasure to work with a staff so committed to the Commonwealth's business communities."

She has served on the Virginia Beach City Council and the Virginia Beach School Board and is a committed community business advocate.

In the past, Strayhorn was appointed by former Governor Mark Warner to serve on the Commonwealth's Small Business Advisory Board. She

was also a member of the Virginia Women's Advisory Council.

Within the community, Strayhorn is credited for the creation of the Minority Business Expo, the Virginia Beach Minority Business Council and for representing and training businesses in the Hampton Roads region to be active participants in the federal and state procurement process.

In 2004, she was recognized with the Small Business Administration's Regional Small Business Advocate of the Year Award and the SBA's Minority Small Business Advocate of the Year for Virginia.

Anderson, a native of Baltimore, Maryland,

will be responsible for the administrative operations of the agency. Prior to DBA, she was appointed by Governor Mark R. Warner to serve as Deputy Secretary of the State Board of Elections where she oversaw the daily operations of the agency – ensuring uniformity, fairness and accuracy in all elections in the Commonwealth of Virginia.

Prior to her gubernatorial appointments, Anderson served ten years as President and CEO of The Metropolitan Business League (MBL). She was responsible for the daily operations of MBL, which

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## MOVING SMALL BUSINESS FORWARD TO AFFORDABLE HEALTH CARE

BY GOVERNOR TIM KAINE  
One out of every seven Virginians lacks health insurance. It may surprise you to learn that the majority of those people work full time, or is the spouse or child of someone who does. Most of those folks work for small businesses.

Access to affordable health care is a growing problem throughout America. But there are steps we can take to improve the situation in Virginia and I am pleased to report that we just recently took one of those important steps.

Earlier this summer, I signed into law House Bill 761. The measure – which was part of my administration's legislative agenda – and won bipartisan support in the General Assembly, authorizes small businesses to establish cooperatives for the purpose of providing health insurance for their employees. For the purpose of this new law, small businesses are defined as firms that have 50 or fewer employees.

I was surprised to learn

a few years ago that existing state law did not clearly permit small businesses to form health insurance purchasing pools.

This new common sense measure will allow businesses to unite through organizations like chambers of commerce or trade associations and negotiate terms of coverage that are more affordable and perhaps higher quality. That will hopefully allow more of those businesses to provide insurance coverage to more of their employees.

This change in the law is not a panacea. It alone will not alleviate the unprecedented strain that skyrocketing health care cost is placing on the traditional American model of workplace-based health care

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## EDCORNER

**GOVERNOR ESTABLISHES ECONOMIC DEVELOPMENT STRATEGIC STEERING COMMITTEE**

Governor Kaine established a steering committee as part of his effort to develop a four-year economic development strategic plan. The Secretary of Commerce and Trade, Patrick O. Gottschalk is chairing the Governor's Economic Development Strategic Planning Steering Committee whose members include the Governor's Senior Advisory for Workforce, Daniel G. LeBlanc, designated cabinet secretaries and economic developers as well as representatives from state agencies to be members of the committee. Between July 18th and August 2nd, Gottschalk and LeBlanc hosted a series of meetings around the state to get public input for the development of the Commonwealth's Economic Development and Workforce Development Strategic Plans. A summary of public commentary and suggestions can be found by visiting [www.commerce.virginia.gov/](http://www.commerce.virginia.gov/). The Governor is scheduled to present his Economic Development Strategic Plan at the Virginia Economic Developers Association Fall Conference at the end of September.

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serves as an advocacy organization for more than 300 minority-owned businesses in the Richmond metropolitan area.

"I am honored to work with such a dynamic team of individuals here at DBA," Anderson said. "I am particularly pleased to serve Governor Kaine and Virginia businesses and entrepreneurs in this capacity."

Anderson attended Towson State University in Baltimore, MD where she majored in Business Administration and Mass Communications. She is

also a 2005 graduate of the Sorensen Institute for Political Leadership and a 2004 graduate of the Virginia Executive Institute (VEI).

She currently serves on the following Boards and Commissions – Capital Region Airport Commission, Secretary; Richmond Renaissance, member; Technology Resource Connections (TRC), member. In 1997 the Small Business Administration named Anderson the Minority Small Business Advocate of the Year for Virginia.

**LYNCHBURG RECEIVES 2006 GREAT AMERICAN MAIN STREET AWARD**

Lynchburg, Virginia was recently presented with a 2006 Great American Main Street Award for its successful efforts in revitalizing its historic commercial district through historic preservation. Representatives from the National Trust for Historic Preservation presented the award during the 2006 National Main Streets Conference in New Orleans.



Located at the base of the Blue Ridge Mountains on the banks of the James River, Lynchburg's commercial district faced both economic and natural challenges since the 1950's – including competition from a regional mall and a 1985 flood that ravaged its historic buildings. While many had given up on the town, Lynchburg's merchants and city leaders did not. In 1996, two early revitalization organizations, Central Lynchburg and Lynch's Ferry Authority, merged to form Lynch's Landing, designated a Virginia Main

Street community in 2000.

Lynch's Landing has strategically leveraged both public and private funding to support its revitalization efforts. Annually, the organization raises \$200,000 in media support and \$200,000 by managing the parking deck. The City of Lynchburg's

downtown capitol funding of \$1 million has been renewed annually, and since 2001, Lynchburg has spent

\$670,000 to improve its buildings and install new signage.

The broad support for Lynchburg's Main Street program is evident in the 1,500 volunteers who turn out annually and have donated more than 45,000 service hours since 2001. The Main Street program partners include 107 corporations and organizations that reflect the community's diversity. Together with downtown merchants, these organizations cooperatively market the district, host 32 special events and manage a successful image development

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**ASK VBIC****Frequently asked questions from the Virginia Business Information Center**

**I've found a great location in my small town for a retail business. I'm going to be a sole proprietor. I'll check on a business license, register my business name with the Clerk of the Circuit Court, and register with the Virginia Department of Taxation to collect sales tax. Is there anything else I need to do?** Before you do anything, check with the town, and/or the owner (if you are leasing) to see if there are any use restrictions on the property. If your retail shop is different from previous uses of the building it could initiate zoning modifications or facility upgrade requirements.

If the building is in a historic district, there may be additional regulations. If you are buying in an historic district or special economic development zone, there may be tax incentives for property improvements.

**VIRGINIA BUSINESS INFORMATION CENTER**

(804) 371-0438 OR (866) 248-8814 toll free

[vbic@dba.virginia.gov](mailto:vbic@dba.virginia.gov)



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campaign to change public perceptions regarding Lynchburg's safety and lack of parking. Since 2001, 446,100 event attendees have spent \$21,858,900 in Lynchburg.

Lynchburg's Main Street program works with the City and the Small Business Development Center to recruit new businesses and offers business development workshops in marketing, planning and merchandising. In 2005, Lynchburg saw 13 new businesses locate downtown; the last six years have seen a net increase of 356 jobs and 37 businesses.

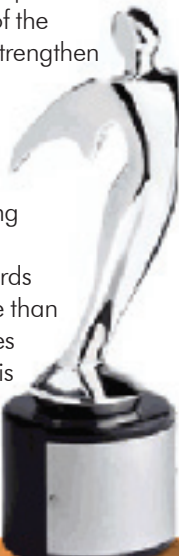
For more information about Lynchburg's award-winning historic commercial district and revitalization efforts, contact Lynch's Landing at (434) 528-3950, [terri.proffitt@lynchburgva.gov](mailto:terri.proffitt@lynchburgva.gov), or visit them online at [www.downtownlynchburg.com](http://www.downtownlynchburg.com). For more information about the National Trust's Main Street Awards program and the other 2006 GAMSAs winners, visit [www.mainstreet.org/awards](http://www.mainstreet.org/awards) or contact [mainstreet\\_awards@](mailto:mainstreet_awards@)

[nthp.org](http://nthp.org) or (202) 588-6129.

### DBA'S WORKFORCE SERVICES DIVISION WINS TELLY FOR TRAINING VIDEO

The Workforce Services Jobs Investment Program was recently presented a Telly Award for the creation of a recruitment video for Colonna's Shipyard, a ship repair company on the banks of Virginia's Elizabeth River.

The 27th Annual Telly Awards honored outstanding local, regional, and cable television commercials and programs, as well as the finest video and film productions. The mission of the awards is to strengthen the visual arts community by inspiring, promoting, and supporting creativity. The Telly Awards receives more than 12,000 entries each year. This is the second Telly Award the WFSVJIP has received.



### VIRGINIA SBDC NETWORK RECEIVES NATIONAL ACCREDITATION

The Virginia Small Business Development Center (SBDC) Network was recently notified by the National Accreditation Committee that the statewide network of 29 SBDC offices met all conditions and criteria for full accreditation by the national accrediting agency—the Association of Small Business Development Centers (ASBDC).

The ASBDC test of uniform high quality delivery systems used by the accreditation team ensures that the federal government, host institutions and local partners fund programs that have demonstrated

## PARTNERING CORNER

### THE VIRGINIA ENTERPRISE INITIATIVE PROGRAM

(VEI) supports microbusiness development throughout the Commonwealth of Virginia by providing matching grant funding to organizations that assist low-income individuals, women and minority entrepreneurs with business start-up or expansion. The VEI Program promotes microbusiness development by providing an opportunity for entrepreneurs to receive business skills training, develop business plans and gain access to credit. For fiscal year 2007, nine local VEI program sites located across the state (see map on website) will each receive \$53,000 through funding from DHCD and are ready to support Virginia's micro business entrepreneurs. For more information on the services offered through VEI sites, visit [www.dhcd.virginia.gov/CD/VEI/default.htm](http://www.dhcd.virginia.gov/CD/VEI/default.htm) or contact Victoria Taugner at [victoria.taugner@dhcd.virginia.gov](mailto:victoria.taugner@dhcd.virginia.gov).

### PROCUREMENT EVENTS

A listing of events for businesses interested in doing business with the state and government

#### "SELLING TO THE COMMONWEALTH"

August 24  
Richmond

#### PROCURECON

September 20  
Richmond

#### SWAM OPPORTUNITIES VENDOR FAIR

September 25  
Harrisonburg

#### SWAMFEST 2006 – GMU

November 8  
Fairfax

### CALENDAR

#### SEPTEMBER 6, 2006

##### VA Economic Development Seminar

##### "Seeding Virginia's Future:

Finance for Emerging Businesses"

HARRISONBURG

#### SEPTEMBER 27-29, 2006

##### VEDA Fall Conference

ROANOKE

#### OCTOBER 3-4, 2006

##### Virginia Conference on World Trade

ROANOKE

#### OCTOBER 15-17, 2006

##### Virginia Municipal League

VIRGINIA BEACH

#### OCTOBER 19-20, 2006

##### Virginia Agricultural Summit

DANVILLE

#### NOVEMBER 12-13, 2006

##### Virginia Association of Counties

##### Annual Conference

BATH COUNTY

Visit [www.dba.virginia.gov](http://www.dba.virginia.gov) for more details and other events.



### SAVE THE DATE – FALL ECONOMIC DEVELOPMENT SEMINAR

DBA invites you to attend the fall Virginia Economic Development Seminar, "Seeding Virginia's Future – Finance for Emerging Business," on Wednesday, September 6, 2006 from 8:45 a.m. to 1:00 p.m. at the James Madison University's Festival Center in Harrisonburg, VA. David Rizzo, President & CEO of North Carolina Innovative Development for Economic Advancement, will deliver the luncheon address. You may register for this seminar online by visiting [www.dba.virginia.gov/events/event.asp?EVENT\\_ID=2927](http://www.dba.virginia.gov/events/event.asp?EVENT_ID=2927).

## ARE YOU IN THE DARK ABOUT YOUR NEXT BUSINESS MOVE?

### THEN LET US SHED SOME LIGHT!

**We are the Virginia Department of Business Assistance and our business is your success!** DBA serves as the business community's voice, partner and representative to state government. We are your link to countless resources throughout the Commonwealth and beyond. We can help your business by:

Business Finance, Workforce Recruiting & Training for eligible businesses

Serving as a Resource for Business Information & Assistance

Networking & Knowledge through DBA Events

For more information on these services or general business questions contact our:

**VIRGINIA BUSINESS INFORMATION CENTER at**

804-371-0438 | 1-866-248-8814 toll free | [VBIC@DBA.VIRGINIA.GOV](mailto:VBIC@DBA.VIRGINIA.GOV)

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access. But it will help.

It also speaks well of the ability of Virginia's elected leaders, from both parties and every region of the Commonwealth to unite in the search for solutions to what so many small business owners identify as a bigger threat to their company than taxes and regulations: skyrocketing health care cost.

Over the next three and a half years, my administration will continue to reach out and work with leaders from all sides of the issue to find ways to enhance access to affordable health care in Virginia.

## SEEDING VIRGINIA'S FUTURE



## FINANCE FOR EMERGING BUSINESSES

**Wednesday, September 6, 2006**

**8:45 am – 1:00 pm**

**Festival Center – James Madison University  
Harrisonburg, Virginia**

Accessing capital continues to be an overwhelming concern for entrepreneurs and existing businesses looking to expand.

Topics will include:

- Early stage capital products to support high growth entrepreneurs;
- Alternative loan products for businesses and;

Keynote luncheon address on early stage funding for business development, trends in angel investing and the importance of partnerships and mentoring for entrepreneurs featuring

**David Rizzo, President & CEO, North Carolina Innovative Development for Economic Advancement.**

**[WWW.DBA.VIRGINIA.GOV](http://WWW.DBA.VIRGINIA.GOV)**

*Inside Virginia* is published by the Virginia Department of Business Assistance (DBA) to keep our readers up-to-date on current events in the economic development, small business and entrepreneurial business communities.

#### AGENCY DIRECTOR:

Louisa M. Strayhorn

EDITOR: Nina Sims

WRITER: Carolyn Conlon

DESIGNER: Leslie Bax

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Contact DBA at 804.371.8200

[www.dba.virginia.gov](http://www.dba.virginia.gov)

P.O. Box 446

Richmond, VA 23218-0446